



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

Contract / Revision 581169 /	Alt Order #
<u>Product</u>	
Contract Dates 10/15/12 - 10/21/12	Estimate #
Advertiser Montee/D/Mo/Lt. Governor	Original Date / Revision 10/04/12 / 10/11/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast
Station KTVI	Account Executive Mickie Reeves
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	Total Ratings 55.30
IDB#	Advertiser Code
Agency Ref	Advertiser Ref

And:

Ruth Burke & Associates
4050 Pennsylvania Ave.
Suite 103
Kansas City, MO 64111

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Totals	
											Type	Spots
D 1 2	10/08/12	10/12/12	Fox 2 News at 7 am	7-730a			:30			NM	0	\$0.00
D 2 2	10/08/12	10/12/12	Fox 2 News at 7 am	730-8a			:30			NM	0	\$0.00
D 3 2	10/08/12	10/12/12	M-F 6a-7a	6-630a-7a			:30			NM	0	\$0.00
D 4 2	10/08/12	10/12/12	M-F 6a-7a	6-630a			:30			NM	0	\$0.00
N 5 2	10/15/12	10/21/12	Fox 2 News at 7 am	7-730a			:30			NM	2	\$1,650.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	MTWTF--		2				\$825.00	5.00		
N 6 2	10/15/12	10/21/12	Fox 2 News at 7 am	730-8a			:30			NM	1	\$825.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	MTWTF--		1				\$825.00	4.50		
N 7 2	10/15/12	10/21/12	M-F 6a-7a	630a-7a			:30			NM	2	\$1,950.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	MTWTF--		2				\$975.00	4.50		
D 8 2	10/08/12	10/12/12	M-F 5p-530p	5p-530p			:30			NM	0	\$0.00
D 9 2	10/08/12	10/12/12	M-F 6p-630p	6p-630p			:30			NM	0	\$0.00
N 10 2	10/15/12	10/21/12	M-F 5p-530p	5p-530p			:30			NM	2	\$1,950.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	MTWTF--		2				\$975.00	4.50		
D 11 2	10/08/12	10/12/12	M-F 9p-10p	9-930p			:30			NM	0	\$0.00
N 12 2	10/15/12	10/21/12	M-F 9p-10p	9-930p			:30			NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	--W----		1				\$1,350.00	5.70		
D 13 2	11/05/12	11/05/12	M-F 5p-530p	5p-530p			:30			NM	0	\$0.00
D 14 2	11/05/12	11/05/12	M-F 9p-10p	9-930p			:30			NM	0	\$0.00
N 15 2	10/15/12	10/21/12	9p News Delayed	10p-1a			:30			NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	-T-----		1				\$1,350.00	5.70		
N 16 2	10/15/12	10/21/12	9p News Delayed	930-10p			:30			NM	2	\$2,700.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>		
Week:	10/15/12	10/21/12	M--TF--		2				\$1,350.00	5.70		
Totals										55.30	11	\$11,775.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Totals			
									Rate	Rtn	Type	Spots
Time Period												
10/01/12 - 10/19/12									# of Spots	Gross Amount	Net Amount	
									11	\$11,775.00	\$10,008.75	
									Totals	\$11,775.00	\$10,008.75	

Signature: _____ Date: _____

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